

Abstract of the Disclosure

A container has a pair of side walls for defining a container interior and at least one open end. The container also includes a reclosable sealing device including a first locking member and a second locking member, each formed with a web respectively extending along the side walls adjacent the open end. The first and second locking members are repeatedly matable so that upon mating engagement of the first and second locking members along their substantially entire lengths, the open end is substantially entirely closed. Visual indicia means are provided by printing automatically and directly applied along substantially an entire length of an outer surface of at least one of the first and second locking members to present various graphics for identity or aesthetic purposes and facilitate locating and closing the sealing device.